

STRENGTH OF TASTE

		NORTHWIND	
		New Ad/ New Product (Green)	Test Marketed Ad/ Test Marketed Product (Blue)
N =		402	234
		%	%
<i>Mild</i>	Strong Tasting	<i>73</i>	<i>68</i>
	Very strong tasting	<i>28</i>	<i>25</i>
<i>Mild</i>	Strong tasting	<i>45</i>	<i>43</i>
	Average tasting	<i>16</i>	<i>14</i>
	Mild Tasting	<i>11</i>	<i>18</i>
<i>Strong</i>	Mild tasting	<i>9</i>	<i>15</i>
	Very mild tasting	<i>2</i>	<i>3</i>
	Strong		
	Don't know	*	*
	Average	2.1	2.3

*Less than 0.5%

QUESTION: First of all, what is your impression of Northwind's taste?
Did you think that Northwind was... (READ LIST)?

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